

Processes and Procedures Manual

Regional Centers/Off-Campus Locations
Fully Online Programs

"Innovating, Inspiring, and **Boldly** Believing in All Students"



Prepared by:

Kimetta R. Hairston, Ph.D.
Assistant Vice President for
Regional Centers and Online
Programs

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List of Acronyms

APAC	Academic Program Advisory Committee
AVP	Assistant Vice President
BSU	Bowie State University
DL	Director Liaison to Regional Centers
DoIT	Division of Information Technology
ESHEC	Eastern Shore Higher Education Center
LCC	Laurel College Center
LOI	Letter of Intent
MHEC	Maryland Higher Education Commission
OCL	Off-Campus Locations
PACC	Policy and Coordinating Council
RCOP	Regional Centers and Online Programs
RHEC	Regional Higher Education Center
URM	University Relations and Marketing
USG	Universities at Shady Grove
USM	University System of Maryland
USMSM	University System of Maryland Southern Maryland

**Processes and Procedures Manual
Regional Centers/Off-Campus Locations
Online Programs at Bowie State University (RCOP)**

**Kimetta R. Hairston, Ph.D. – Assistant Vice President
Carol A. Moye - Director Liaison to Regional Centers**

Introduction

With oversight by the Provost and Vice President for Academic Affairs, the Assistant Vice President for Regional Centers and Online Programs (RCOP) provides leadership and direction for the University System of Maryland (USM) Regional Centers, Off-Campus Locations, and Fully Online Programs at Bowie State University (BSU). This office is responsible for the campus' administration and the academic and co-curricular experience of students and adult learners.

Kimetta R. Hairston, Ph.D. is the current Assistant Vice President (AVP), and provides leadership in the development, implementation, and review of academic programs and administrative policies and operations in all major areas of regional campuses/off-site locations, and fully online programs. One major goal is to champion quality standards and best practices to inform and support instructional design, online pedagogy, and instructional technology. Another major goal is to evaluate and identify new and existing programs and certificates for the USM Regional Centers. Program/Certificate evaluations are on a yearly basis in collaboration with the provost, deans and department chairs.

Carol A. Moye, Ed.D. is the current Director Liaison to Regional Centers (DL), and provides additional oversight of logistical processes, marketing, and recruitment efforts specifically for Eastern Shore Higher Education Center (ESHEC), Laurel College Center (LCC), University System of Maryland Southern Maryland (USMSM), Universities at Shady Grove (USG), and other Off-Campus Locations.

Purpose of the Processes and Procedures Manual

The purpose of this manual is to provide systematic and transparent processes and procedures for administrators, faculty, and staff in order to navigate their way to effectively launching fully online programs, as well as, offering and maintaining programs at RHECs and/or off-campus locations.

Key Definitions to know While Navigating through the Manual

Fully Online Program: In Fall 2022, BSU main campus began offering eight fully online programs. Fully online programs are asynchronous; which allows students to view instructional materials each week at any time they choose and does not include a live video lecture component. The instructor and the students in the course all engage with the course content at different times and from different locations. An expert instructional designer and the faculty

(subject matter experts) from the program being developed work collaboratively. For a list of our current fully online programs, please visit Bowie State Online at <https://bowiestate.edu/academics/bowie-state-online.php>.

Hyflex Modality or Hybrid Flexible: This course format is an instructional approach that combines face-to-face and online learning. Each class session and learning activity offered are in-person, synchronously online, and asynchronously online. Students can decide how to participate. Currently the hyflex instructional approach exists at regional centers/off-campus locations; however, the instructor **MUST** be present at the regional center/off campus locations 60% of the course offering.

Off-Campus Location: Off-Campus Locations are situated or taking place away from a university or college campus. For the current Off-Campus Locations, please visit the Off-Campus webpage at <https://bowiestate.edu/academics/off-campus-locations/>

Regional Higher Education Center (RHEC): Regional Higher Education Centers are a single campus location shared by two or more institutions of higher education. Although a regional center is an off-campus location, they are geographically located across the state of Maryland. BSU must obtain permission from MHEC and USM in order to offer programs at a RHEC. When offering a program at an RHEC, 60% of the courses must be taught in-person, and 40% of the courses must be offered online/hybrid/hyflex. For the current Regional Centers, please visit the Off-Campus webpage at <https://bowiestate.edu/academics/off-campus-locations/>

Fully Online Programs Processes and Procedures

If a new program and/or certificate is being developed, and it is going to be offered in-person and/or fully online, please indicate that in the new program proposal.

The following steps are for current programs offered at BSU in face-to-face and/or hybrid modalities, and now the department wants the current program offered as a fully online program.

All fully online programs use section numbers in the (400s). The university registrar approved and generated the special section numbers. Phases 1-3 are the processes and procedures that the colleges, deans, department chairs, programs coordinator and/or faculty member(s) who are developing the fully online program.

Phase One:

1. The AVP in collaboration with the provost, deans, department chairs, and faculty identify the current Undergraduate and/or Graduate program to be offered as a fully online program.
2. The AVP submits a Substantial Modification to a Program/Certificate to MHEC to receive approval to offer them fully online.
3. The AVP convenes an internal BSU meeting with all parties to discuss next steps that include a discussion with the instructional designers and other curriculum and program information (dean, department chair, program coordinator, program faculty).
4. AVP convenes an internal/external meeting with the instructional design team to go over the process of the online course development.

Phase Two:

1. Instructional design team creates a timeline in collaboration with the BSU Internal Team. Afterwards, the online course development will begin. The project should take 6-9 months depending on the number of courses offered in the program. Program faculty will serve as the subject matter experts and receive a \$1,000.00 stipend from Academic Affairs.
2. The AVP conducts monthly check-ins with the BSU team and the instructional designer to get updates and deadlines on the program development.
3. Once the program is fully complete and developed in BlackBoard Ultra (BB Ultra), a meeting with DoIT will take place in order to make sure that the fully online program (Dev Shells) is correctly copied in BB Ultra and will be ready to launch in the intended semester.

Phase Three:

Fully Online Program/Certificate Launches in the Spring Semester or Fall Semester of the following year.

BSU Divisions Roles and Responsibilities Timeline for Fully Online Program Launch

While the fully online program is under development, monthly meetings take place with all divisions to ensure a successful launch of the program. Please visit each divisions' website to get the current point of contact for each of the areas below. The following are the roles and responsibilities of the BSU Divisions.

Division of Academic Affairs

- **Academic Calendar:** Fully online programs will follow the same deadlines and due dates as the traditional programs. The provost and registrar work collaboratively to update and publish the calendar yearly.
- **College Deans and Associate Deans:** The college deans are responsible for disseminating all information that impacts fully online programs to the associate deans, department chairs, program coordinators and faculty.
- **Dean of the Library:** The dean of the library provides online processes, resources, and a tutorial for fully online programs and students.
- **Department Chairs and Program Coordinators:** The department chairs and program coordinators provide five-year enrollment number projects, schedule courses (using the 400s section numbers), promote, and recruit students for the programs. Department chairs follow the same academic calendar, due dates sent by the registrar, and provide updated program information to URM for their program websites. They also work directly with faculty to maintain prompt responses to student advising, change of major, faculty complaints, etc.). Inform enrolled students in the program to register in 400-section courses only. AVP will also send a personal email reminder to each student.
- **Disability Support Services:** The director of disability support services provides online resources for faculty and students in the fully online programs. The processes and due dates are the same as the traditional programs.
- **Online Resources:** Each of the above roles is responsible for providing updates and web links for all fully online programs, including new and/or replaced personnel. Submit updates to URM, two to three months prior to the upcoming Fall Semester.

Division of Administration and Finance

- **Bursar:** The bursar is responsible for online tuition and fee schedules for fully online programs and direct billing. A direct billing template is available for department chairs to use when working with external partners. The AVP and the bursar can provide a copy of the direct billing template. The bursar also works with the registrar to ensure that students have a special code indicating that they are fully online students.
- **VP of Administration and Finance:** The vice president works collaboratively with the deans and department chairs for accurate five-year enrollment projections. These projections are essential in budget planning each year. The live link for department chairs to update 5-year enrollment projections is:
<https://docs.google.com/spreadsheets/d/1j9eauj1cy-1cw1oCeKACuC1pw4Q9NLsjlMN11BeVvYY/edit#gid=0>

- **Online Resources:** Each of the above roles is responsible for providing updates and web links for all fully online programs, including new and/or replaced personnel. Submit updates to URM two to three months prior to the Fall Semester.

Division of Information Technology (DoIT)

- **BlackBoard Ultra Administrator:** The BB Ultra administrator is responsible for ensuring that the fully developed online program meets “Quality Matters” and the “Seven Core Essentials” requirements. The administrator uploads the Dev Shells specifically for the fully online programs and uses the 400-section code to distinguish the fully online program from traditional programs.
- **VP of DoIT:** The vice president ensures and monitors the technology infrastructure on a consistent basis and oversees the need for hyflex classrooms.
- **Online Resources:** Each of the above roles is responsible for providing updates and web links for all fully online programs, including new and/or replaced personnel. Submit updates to URM, two to three months prior to the Fall Semester.

Division of Enrollment Management & Student Affairs

- **Director of Admissions:** The director monitors the fully online student applications for the fully online undergraduate programs. Beginning Spring 2023 Semester, all applications in the undergraduate and graduate fully online programs will have an online option for students to choose when they are applying to BSU. The director identifies fully online students and provides information to the registrar to code the fully online students. Coding is done through each individual student’s academic program.
- **Enrollment Services:** Enrollment services specialists currently offer customer service support in the areas of Admissions, Financial Aid, Student Accounts, the Registrar and Housing (limited service) to students participating in online programs via email, phone and onsite visits to the University’s main campus. Services may be expanded to include virtual appointments and regional site visits based on need and logistics.
- **Financial Aid:** The Office of Financial Aid will process federal, institutional and state aid for students admitted into online degree seeking programs. A separate Cost of Attendance will be determined for online programs based on the schedule of fees set by the Division of Administration and Finance.
- **Graduate Enrollment Coordinator(s):** The graduate enrollment coordinators work collaboratively with the department chairs and program coordinators and provide updates on their program enrollment numbers. They assist with reaching out to students who have applied to the fully online graduate program, but have missing application documents.
- **Registrar:** The registrar assigns the special section numbers for the fully online programs and shares the information with the department chairs (including those departments that have Gen Eds. in the undergraduate fully online programs. The registrar works with the bursar to ensure that students have a special code indicating that they are fully online students.

- **Online Resources:** Each of the above roles is responsible for providing updates and web links for all fully online programs, including new and/or replaced personnel. Submit updates to URM, two to three months prior to the Fall Semester.
- **Assistant Director New Student Experience:** The AD is responsible for creating and hosting the fully online student orientation in the fall and spring semesters.
- **Online Resources:** Each of the above roles is responsible for providing updates and web links for all fully online programs, including new and/or replaced personnel. Updates are submitted to URM, two to three months prior to the Fall Semester.
- **Student Life & Conduct:** Please reach out to Amani Jennings to map this out for the Regional Centers and Online students.

University Relations and Marketing (URM)

- **Director of URM:** The director oversees the marketing for the fully online programs. The director gathers the content, points of contact in the divisions, website links, and other information to create the One-Page Stop Resource Page for fully online students.
- **Manager Enroll and Comm. Mtg.:** The manager is responsible for creating and updating content, images, program information for the fully online programs.
- **Web Content Specialist:** The web content specialist is responsible for designing the web pages and updating information in collaboration with the director and manager.

Regional Higher Education Centers/Off-Campus Locations Processes and Procedures

The following processes and procedures in Phases 1-3 are for administrators, deans, department chairs, and program coordinators who want to have an approved MHEC program offered at a regional center and/or off-campus location. The AVP of Regional Centers and Online Programs will initiate this process.

Phase One:

- The AVP meets with the deans and department chairs at the beginning of each semester to determine their interest in offering a program/certificate at a regional center/off-campus location.
- The AVP meets with each of the regional centers' executive directors monthly to assess current programs at the centers. Based on the needs of the region and interest in programs, the AVP and executive directly identify BSU programs that will flourish in their regional area.
- The DL conducts a (needs analysis, recruitment plan, marketing plan).
- Needs Analysis:
 - DL meets collaboratively with the director of URM or representative, manager of enrollment and communications, and web content specialist prior to the beginning and end of each semester and/or weekly to review and analyze current procedures, student enrollment, retention, and related data to determine the effectiveness and direction of each program.
 - The DL provides weekly updates to the AVP, who meets bi-weekly with the executive directors at the RHECs to discuss and strategize on any concerns, questions, recommendations, and etc., as needed.
 - DL conducts ongoing gap analyses of each locations' community to determine current and unaddressed areas of need and interest to inform programing, recruitment, and marketing.
 - DL conducts regional area trend analyses to identify the changes to demographics, business communities, health communities, etc., to identify and prepare for possible future trends.
 - DL synthesizes data points used to evaluate and report the effectiveness of programs, recruitment, and retention to key BSU and RHEC/OCL stakeholders.
- Recruitment Plan:
 - DL meets collaboratively with each BSU program director/coordinator prior to the beginning and end of each semester to review programs based on expressed regional needs and interests of RHEC/OCLs, and ensure alignment to related

goals, standards, and requirements of both entities, and regional community needs.

- DL uses data collected from needs analyses and collaborative meetings with key BSU and RHEC/OCL stakeholders to identify areas of need and interest to inform and develop strategies and plans specific to each program and regional community.
- DL identifies, develops and/or maintains relationships with key community stakeholders and organizations within each region to service the needs and/or interests specific to targeted programs.
- DL collaborates with key regional community stakeholders to develop, implement, and/or participate in in-person and/or virtual recruitment activities, (ie. information sessions, job fairs, student engagement/activities, school districts' professional development, school building programs, and other local education agencies).
- **Marketing Plan**
 - DL, in collaboration with key stakeholders, develops individualized strategic plan(s) to incorporate key and targeted goals, objectives, and strategies based on research of current program(s), data-based needs' assessment, and vision and mission of AVP and RHECs.
 - DL collaborates with key stakeholders to develop marketing materials (videos, infographics, brochures, etc.) that communicate the core components, benefits, and impact outcomes specific to the regional centers' area programs and workforce needs and interests.
 - DL works with web content specialists to provide marketing materials for websites, social media, and branding for all RHECs.
 - DL cultivates new partnerships within the RHECs' area; determine what partnerships and opportunities existing partners would like to update/create.

Phase Two:

- The AVP drafts a Letter of Intent (LOI) to the appropriate executive director at the RHEC and requests a certificate/program(s) BSU wants to offer at a RHEC.
- Once the letter is received at the RHEC, the executive director will put the certificate/program (s) on the next APAC or PACC meeting agenda.
- **Curriculum Process and Approval Timeline:**

Curriculum Committees:

- Academic Program Advisory Committee (APAC) is the curriculum committee for USMSM and USG.

- Policy and Coordinating Council (PACC) is the curriculum committee for ESHEC and LCC.
- **Obtaining University System of Maryland and Chancellor's Approval Process:** Once the curriculum committees approve to have the BSU programs at the RHEC, a letter from the AVP (RCOP) is sent to the USM to circulate the LOIs for 30 days.
- Once approved at USM, the Chancellor reviews and sends an approval to the BSU President.
- **Updating MOUs with RHECs:** MOUs are sent along with the other documents to MHEC.
 - Current MOUs: If there are current BSU programs at the RHEC the current MOU can be adjusted and an addendum can be made to add the new certificate/program(s).
 - Currently, we have MOUs in place with the four RHECs.
- **Obtaining Maryland Higher Education Commission (MHEC) Approval Process:** The AVP works with the President's Office and coordinates with the Provost Office, collaboratively to submit all paperwork to MHEC by the 1st or 15th of each month.
- **Substantial Modification for Existing Programs/Certificates (to offer program at an RHEC):** The AVP submits the substantial modification to MHEC, this includes the approval letter from the USM chancellor, the signed letter of intent from President Breaux, and the appropriate fee.
- **MHEC Guidelines:** MHEC has 60 days to review and circulate the documents to other USM institutions.

Please follow the details and information for the program proposal in the following link:

https://mhec.maryland.gov/institutions_training/Pages/acadaff/AcadProgInstitApprovals/NewAcademicProgramProposals.aspx

Phase Three:

Program/Certificate offered at the RHEC the following Spring Semester or Fall Semester after the approval process.

Divisional Roles and Responsibilities Timelines

Division of Academic Affairs

- The AVP works directly with the Provost Office to coordinate MHEC substantial modification fees and payments.
- The AVP will submit a letter of intent and the MHEC cover letter to the President's Office for signature.
- Once the letter of intent is signed the document is returned to the coordinator and is submitted to MHEC by the 15th of each month.
- Once approval is received by MHEC, the departments can begin planning for the appropriate semester.
- Department Chairs must submit the class schedules to the RHEC on the same due date that they submit the course schedules for the main BSU campus. They must use the appropriate 200-sections or 300-sections numbers for the appropriate RHEC.

Division of Enrollment Management

- **Director of Admissions:** The director monitors the RHEC student applications. Beginning Spring 2023 Semester, all applications will include the RHEC option for students to choose when they are applying to BSU.
- **Registrar:** The registrar assigns the special section numbers for RHECs. Currently 300-sections are used for USG, and 200-sections are used for ESHEC, LCC, and USMSM.

University Relations and Marketing (URM)

- **Director of URM:** The director gathers the content, points of contact in the divisions, website links, and other information to keep the Off-Campus Location web page up to date..
- **Manager Enroll and Comm. Mtg.:** The manager is responsible for creating and updating content, images, and program information for the RHECs.
- **Web Content Specialist:** The specialist is responsible for designing the web pages and updating information in collaboration with the director and manager.

Regional Center Higher Education Guidelines from MHEC

Please click on the following link to obtain proposal cover letters, documents, and other important information.

<https://mhec.maryland.gov/publications/Documents/Finance/Guidelines-RHECsJune2007FINAL.pdf>

Regional Centers/Off-Campus Locations Visits (Administration, faculty, and staff)

If you would like to visit an RHEC/OCL, please contact the assistant vice president and/or the director liaison to coordinate the visit and transportation for groups of 4 or more.

- **How to request a visit to an RHEC:**

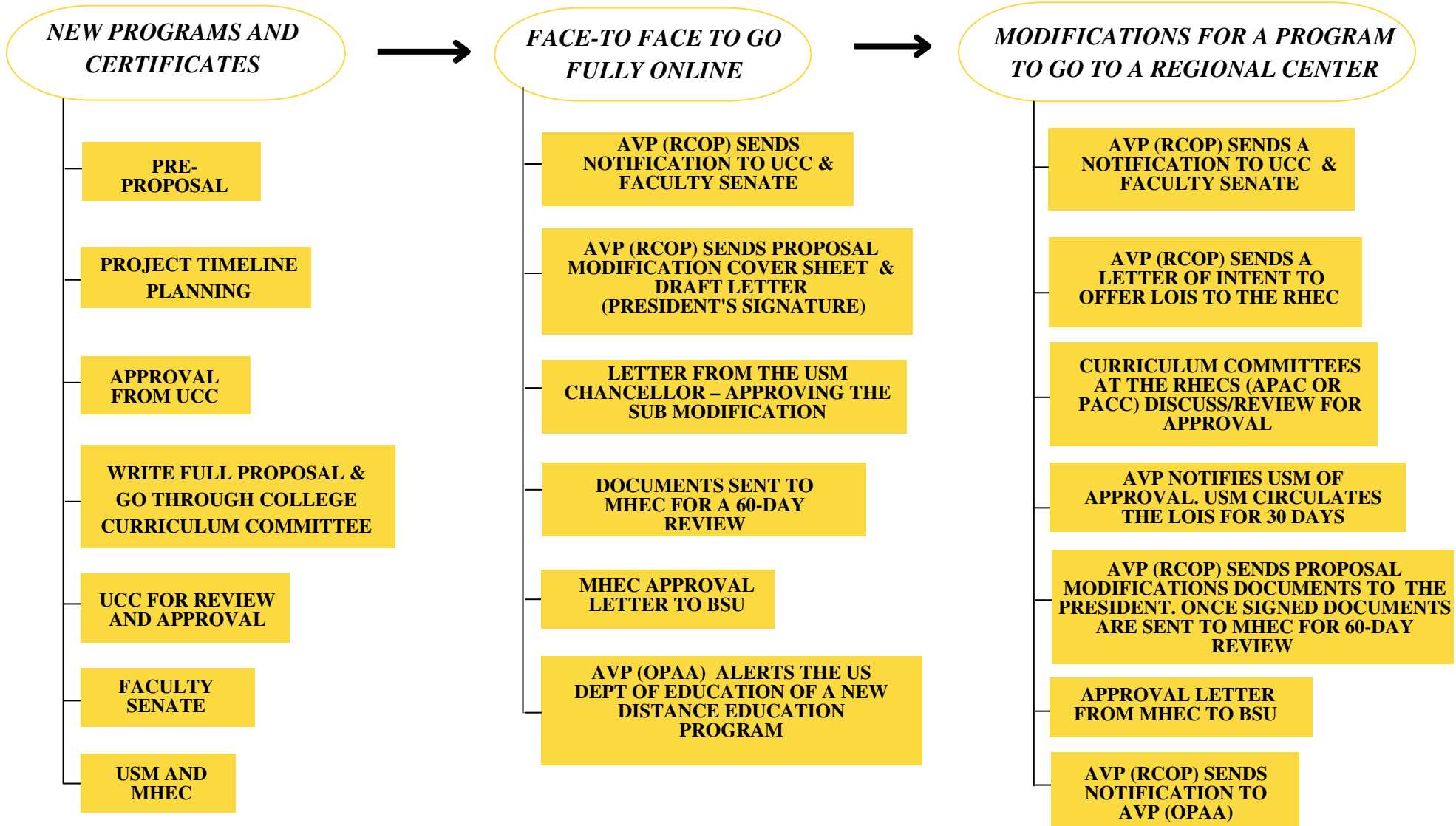
1. The deans, associate deans, department chairs, and/or program coordinators should contact the AVP in an email to request a site visit. The AVP will send a site visit request form that addresses the following: Names and number of individuals attending the visit, three days and times to visit, program offered/want to offer at RHEC, reason for site visit.
2. Once the form is filled out and returned to the AVP, the AVP will have the director liaison coordinate the visit with the RHEC/OCL.
3. If available, transportation requests for groups of 4 or more will be provided and coordinated between the Office of the Provost and the director liaison.
4. If the site visit needs to be canceled or rescheduled, there must be a 2-week notice prior to the visit sent to the AVP and director liaison.
5. It is important to note that site visits are organized and planned by the RHEC/Off-Campus Locations, so out of professional courtesy, a cancellation/reschedule needs to be done in a timely manner.
6. Once the date is confirmed, the director liaison will notify the department with the scheduled date and other details for the visit.

Regional Center Points of Contact

1. Eastern Shore Higher Education Center (ESHEC): <https://www.chesapeake.edu/eshec/>
2. Laurel College Center (LCC): <https://www.laurelcollegecenter.org/>
3. Universities at Shady Grove (USG): <https://shadygrove.umd.edu/>
4. University System MD at Southern Maryland (USMSM): <https://usmsm.umd.edu/>

NOTE: The Processes and Procedures Manual will be updated as needed and on a yearly basis.

BSU INTERNAL PROGRAM PROPOSAL PROCESSES



EXTERNAL MHEC PROCESSES

PROPOSAL AND PAYMENT
ARE RECEIVED BY MHEC

PROPOSAL IS REVIEWED
FOR COMPLETENESS

PROPOSAL IS COMPLETE
AND CIRCULATION IS NOT
REQUIRED
MHEC HAS 60 DAYS TO
COMPLETE

DECISION IS MADE
AND INSTITUTION IS
NOTIFIED

PROPOSAL IS COMPLETE AND
REQUIRES CIRCULATION
MHEC HAS 60 DAYS TOTAL TO
COMPLETE
PHASE ONE
PROPOSAL IS CIRCULATED FOR 30
DAYS
OBJECTIONS AND COMMENTS MAY
BE RECEIVED DURING PHASE ONE
ONLY

PHASE ONE
ALL INFORMATION IS REVIEWED
OVER A 30 DAY PERIOD

DECISION IS MADE AND
INSTITUTION IS NOTIFIED

IF PROPOSAL IS
INCOMPLETE, INSTITUTION
IS CONTACTED
MHEC AND INSTITUTION
WORK TOGETHER TO
RESOLVE INCOMPLETE
PROPOSAL

Proposals that may not require circulation:

- Certificates within existing programs
- Non substantial modifications
- Closed site approval
- Distance Education
- Title Change
- Suspend/ discontinue/ reactivate programs

Proposals that require circulation:

- New Academic Programs, Degrees and Stand-Alone Certificate Programs
- Substantial Modification to Existing Program